



SUCCESS STORY

PHILADELPHIA DISTRICT OFFICE

U. S. SMALL BUSINESS ADMINISTRATION

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BUSINESS HELPS LADIES AND YOUNG GIRLS STAY HEALTHY

Patty Haggerty, owner of Ladies Workout Express located in Scranton, Pennsylvania loves her business of helping people to lose weight and keep it off especially with children. Patty started Ladies Workout Express in March 2003. In fact, Patty's educational background was in community health at East Stroudsburg University. The young girls that go through the programs at Ladies Workout Express have a success rate of nearly 25% and the ladies start out with a **whopping** 80% success rate and then after three to six months it levels to around 35%. "People have to maintain discipline and after a period of time often two to three years of exercising and proper nutrition it then becomes a lifestyle", continued Patty. One example of a woman who has been her customer since inception of Ladies Workout Express which is only one years old, is a lady that lost about eighty pounds and went from a size twenty two dress to a size eight dress. "She is an excellent example of someone who is motivated and sticking to her plans" continued Patty.

"My goal is to help kids develop good nutritional choices and to exercise properly to avoid health problems such as Type II Diabetes," continued Patty. Patty has a large group of young girls who attend nutritional and exercise classes at Ladies Workout Express located in the Siniwa Plaza

Patty decided to start a fitness center because her two passions in life are health and fitness and empowering women. A friend told Patty about free business assistance from Kutztown University Small Business Development Center (SBDC). The SBDC is a partnership program made available through a cooperative agreement between the SBDC and the U. S. Small Business Administration (SBA). As a result of receiving the free business counseling at the SBDC Patty was able to secure a loan for working capital through Innovative Bank and guaranteed by the SBA in January 2004.

The SBA Community Express loan has very little paperwork involved and provides business and technical assistance through an approved intermediary. In this case, Cristina Hitchcock of Metro Action, Inc. was the technical assistance provider and intermediary. Metro Action, Inc. is a not for profit organization and is co-located with the Scranton Chamber of Commerce. Metro Action, Inc. is also an intermediary for the SBA micro loan program and serves businesses in and around the counties of Lackawanna, Luzerne and Monroe.

Patty is now in the process of expanding her rapidly growing business to the Wilkes-Barre area. Patty wants to help the Northeast Pennsylvania become a healthy and productive area like that of her customers at Ladies Workout Express.

Currently, Patty is in the process of mentoring another woman who is starting a business of her own. This is part of Patty's giving back to the community for the help she received from sources like Metro Action, Inc. Patty attributes much of the success of her business to her customers, the Scranton Chamber and especially Metro Action Inc.'s Cristina Hitchcock, who was instrumental in helping Patty to secure funding for her business. Patty also acknowledges the help she received from the SBDC and SBA.

Thomas G. Tolan, District Director of the SBA Philadelphia District Office stated, "Women-owned businesses are growing at a rate of 50% more than their male counterparts. It is a pleasure for SBA to help small businesses like Ladies Workout Express. All of us at SBA are dedicated to assisting small business, helping them get started, grow and to ensure their continuing success. Call our local office at (215) 580-2700 to see how SBA can help your business."